



# *Quick Reads*

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## **Strategic planning**

IDPH is seeking your input in defining the department's strategic priorities for the next three to five years. Whether you are a provider, partner, or customer, please take a few minutes to respond to the [IDPH Strategic Planning Survey](#) by September 15. Also, feel free to forward the survey to colleagues or friends. The survey results will be used by a department strategic planning committee to begin developing concrete actions for IDPH to undertake to continue moving toward healthy Iowans and a highly effective IDPH.

## **New deputy director**

I'm pleased to welcome Sarah Reisetter as IDPH's new Deputy Director. Sarah began her career with IDPH as the bureau chief for Professional Licensure, where she focused on quality improvement activities to enhance customer service and eliminate process waste. Prior to joining IDPH, Sarah served as Director of Elections for the Iowa Secretary of State for seven years, working with county auditors to ensure consistency and integrity in the national, state and local elections processes. Sarah earned bachelor's and law degrees from the University of Iowa, and became a member of the Iowa Bar in 2006. She lives in Norwalk with her husband and two sons.

## **PHAB standards workshops**

The IDPH [Bureau of Local Public Health Services](#) will be offering [PHAB Standards](#) workshops over the next year to help participants understand the meaning of the selected standards; ways to prove standards are being implemented; and apply standards to meet best practice in public health infrastructure.

Upcoming workshops include:

- 9/22 Region 2 10:00 a.m. to 1:00 p.m. The Pub on the Cedar, Charles City
- 9/23 Region 1 10:00 a.m. to 1:00 p.m. Story County Administration Bldg., Nevada
- 9/23 Region 4 10:00 a.m. to 1:00 p.m. Cass County Memorial Hospital – Conf. Rm. 2
- 9/29 Region 6 10:00 a.m. to 1:00 p.m. Linn County Public Health, Cedar Rapids
- 9/30 Region 5 10:00 a.m. to 1:00 p.m. Indian Hills Community College – Rm. 111 RHEC, Ottumwa

## **Iowa Youth Survey about to begin**

The [2016 Iowa Youth Survey](#) (IYS) administration begins September 26 and runs through November 4. The survey is conducted by the IDPH [Division of Behavioral Health](#) in collaboration with the Iowa Department of Education, the Governor's Office on Drug Control Policy, the Iowa Department of Human Rights Criminal and Juvenile Justice Planning and Statistical Analysis Center, and the Iowa Department of Human Services. For more information about IYS, contact [Pat McGovern](#).

## **Iowa Store Mapper**

Research has shown community health is significantly affected by the convenience stores and retailers in that community which sell tobacco products. The [Iowa Store Mapper](#) is a publicly available tool that displays tobacco retailer locations within the state. Data such as proximity of tobacco retailers to schools and parks, density of retailer in specific areas, such as low incomes, can be collected using the Mapper. With this knowledge, communities can collect valuable information to counteract industry influences, such as targeting youth as new tobacco consumers. The IDPH Division of Tobacco Use Prevention and Control has rolled this tool out to its community partnerships and looks forward to seeing how its data is used to develop policies to improve public health.

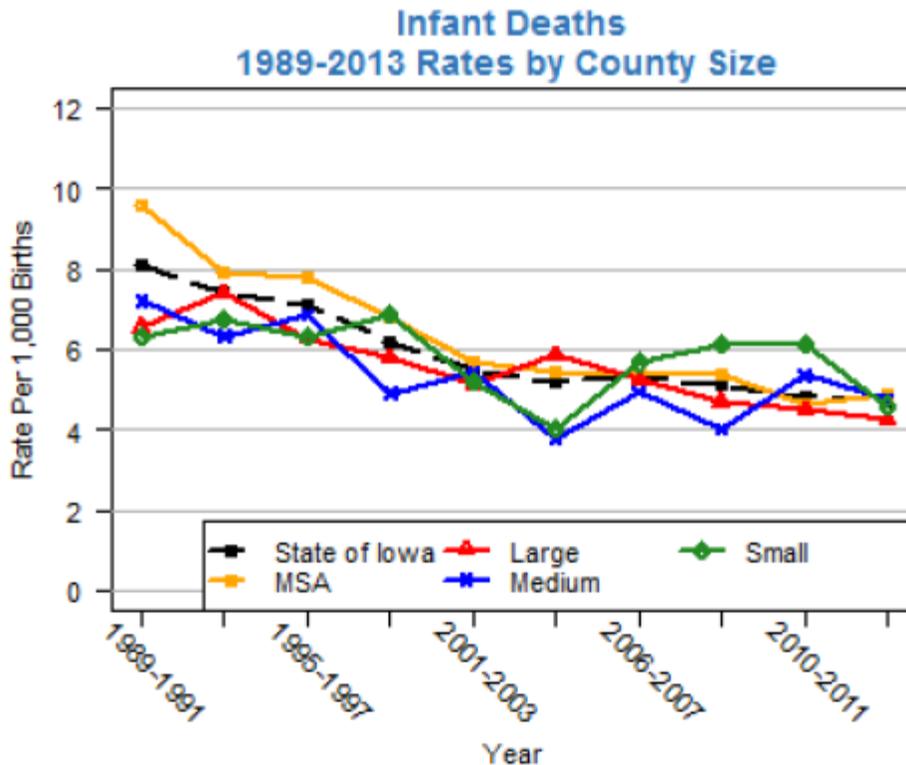
## **Healthiest State Walk**

It's that time of year again – the Annual [Healthiest State Walk](#). I hope you'll join me and IDPH staff as we participate in the sixth annual walk October 5. This year's Walk aims to 'Step It Up' and encourages participants to walk for 30 minutes. Just 30 minutes of physical activity each day improves physical, social, and emotional health. I want to challenge all of you as health leaders, to organize a walk in your county too.

A variety of resources are available on the Healthiest State Initiative [website](#), including walk promotion toolkits for cities, schools, worksites and more.

## Monthly data snapshot

Data are essential to the practice of public health. Each month, Quick Reads highlights selected tidbits to help create awareness of IDPH data and epidemiology. To discover more of the important and useful data available from IDPH, please visit the [Public Health Data Tracking Portal](#). The portal has launched a redesigned interface and navigation, making it easier to navigate and data easier to access and understand. Any feedback on the new design can be sent to [Betsy Richey](#).



(MSA= Metropolitan Statistical Area. Each MSA must have one city with at least 50,000 inhabitants or a Census-defined urbanized area with a total metropolitan population of at least 100,000)

Each year Iowa families bring home a healthy baby with all the potential for a full and productive life; however, some families will suffer the loss of their child soon after birth. Risk factors for and causes of infant death include defects (inherited and congenital disorders); preterm birth (birth before 37 weeks gestation) and low birth weight; Sudden Infant Death Syndrome (SIDS); maternal complications of pregnancy; and injuries. Iowa's largest counties currently have the lowest rate of infant deaths.

## Congrats and kudos

[Screening, Brief Intervention and Referral to Treatment](#) (SBIRT) project director Monica Wilke-Brown has received notification the article [Age moderates the association of depressive symptoms and unhealthy alcohol use in the National Guard](#) has been published in the peer-reviewed journal, [Addictive Behaviors](#).

Five new organizations in Iowa received pending recognition from the [CDC National Diabetes Prevention Program](#) (NDPP) for providing NDPP classes. The list includes [Mary Greeley Medical Center](#) (Ames), [Burlington Public Library](#) (Burlington), [Hy-Vee on Johnson Avenue](#) (Cedar Rapids), [Grundy County Memorial Hospital](#) (Grundy Center), and [Central Iowa Healthcare](#) (Marshalltown).

The Butler County [Community Partnership](#) helped pass a Tobacco-Free/Nicotine-Free Daycare/Preschool [Policy](#) in its community.

### **Stay informed, share your story**

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*To everyone in public health and all our partners, keep up the great work!*

— Gerd